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(Arun Sharma)
Dedicated
To
My Loving
Son
Amritansh
PREFACE

Himachal takes its name from the Himalayas which implies “Land of snowy Mountains”. Being a hilly state, it has a strategic geographical position in Himalaya and is one of the most ecologically fragile Himalayan regions. Himachal Pradesh (HP) has many hidden hamlets vying to charm travelers with their pristine natural beauty and cultural innocence. It has an immense wealth of natural resources and biodiversity. Tourism received recognition in the State when the British established their chain of hill stations and declared Shimla, “The Summer Capital of India” in 1864. The biggest boost to tourism occurred in the mid-80s and 90s. Traditionally Himachal was known as a summer destination, but with the efforts of state government today Himachal is known as a destination of all seasons and all reasons. State government has visualized the tourism as a multidimensional industry, which has major implications on the economic development.

It can be observed from the visits to HP that numerous cultural streams have supplemented the art forms here in the wake of several migrations. The isolation of its natives and avoidance of contact with the outside world has blessed distinctiveness to its culture and social behaviour of its people. Himachal’s dance and music, art and architecture, myths and beliefs, observance and worship everything reflect the unique culture in itself. The presence of diversified cultural trends, fairs and festivals, various heritage attractions like historic monuments, pre historic artifacts, various forts and palaces, museums, art galleries, castles, religious centers, rock inscriptions, monasteries, ghumpha’s along with the world’s 1st heritage village- Pragpur , oldest village democracy-Malana monolithic temple at Masrur, National Parks, Fossil Park, heritage railway track, fossil yielding Shiwalik hills etc. draws the attention for the preservation and promotion of heritage tourism attractions and resources in the state.

The increased tourist pressure on HP is visible from the tourist statistics released by HP government every year. The recent tourist trend indicates that there is an increase in the arrival of international and domestic tourists in HP; hence there is a need for the comprehensive development of the destination. It is also evident from the review of available literature that HP has been successful to present its image as a destination for ecological and adventure tourism, but only few studies explore the heritage (cultural and natural) related tourism opportunities. This, in combination with some other factors like natural disasters at tourist destinations for example, Leh Ladakh cloudburst in August 2010, Kedarnath tragedy in June 2013, Sringar flood in September 2014 and
Vishakhapatnam cyclone in October 2014 has increased the attention for cultural heritage and inhabitant cooperation in the state. The need of the hour is to ensure the growth in sustainable way with best possible alternatives. Thus, this study focuses on the holistic development of natural and cultural resources, along with other tourism potentials in all districts and to elevate the tourism sector as an instrument for overall socioeconomic development.

This research conceptualizes that entire tourist destinations in HP can be developed to their core. The first step towards this can be an approach for integrated development of the resources in the region based on identifying cultural heritage tourism circuits and benefiting local community as well. Therefore, the tourism potentials/resources in the selected region are carefully identified through effective participation of the residents and the tourists.

It has been observed from the study that the state is a historic ruled by multiple kings for many centuries and it has contributed significantly in the fields of art and crafts, culture and yoga to make the rich cultural aura and cultural center. The study of architectural built form of Shimla, Kangra, Kullu and Chamba districts lead by other historic places as a landmark and a focal point of state’s elements indicate that the state is meticulously planned and accompanied by distinctive monuments, royal buildings, rock inscriptions, Temples, Buddhist monasteries, Gompas, lakes, and other rich cultural attractions. The distinct natural features like pleasant weather, snow covered peaks, biodiversity, limpid lakes, singing streams and marvelous landscape, etc. makes undoubtedly the most important heritage components of the state.

In the light of available literature the research gap was identified and objectives were framed accordingly. In order to achieve the research objectives, this thesis consists of eight chapters divided into five main sections as below:

**Section A. Introduction**- The chapter one deals with the study background. It describes the global scenario of tourism and tourism development in India. The chapter discusses the scenario of tourism in accordance with tourism towards 2030 vision of UNWTO (United Nations World Tourism Organization). It further investigates the concept of tourism and clarifies the base terminologies. It highlights the psychology of traveler. Chapter further elaborates, concept of tourist and heritage tourism. This chapter provides conceptual framework and theoretical basis for the research. The chapter ends with a reflection of study area, structure of thesis and process of study.
Section B. The literature review- Chapter two starts with the views and approaches expressed by various scholars in the field of heritage tourism, heritage conservation and provide knowledge on the subject. This chapter explores the notion of heritage and interrelationship between culture and heritage. Chapter further establishes to whom should we call a cultural tourist and differentiate between tourism determinants and motivators. It further progress with the discussion on cultural heritage attraction attributes. The various studies cited in this review has been broadly divided into international, national and regional context. These studies helped to understand the emerging relationship between attraction attributes and satisfaction of tourist and stakeholders. The chapter ends with the expectation disconfirmation framework, identified research gap and emerging research issues.

Section C. The Research methodology –Chapter Three focuses on the research methodology used for the accomplishment of the study. It starts with statement of the problem, justifies need of the study and describes the nature and scope of the study. Chapter highlights the hypotheses tested to fulfil the objectives of the study. It further describes the research design and research strategy along with justification of population of study and sampling procedure adopted. Chapter highlights the results of a pilot study and details of tests used for data analysis. The chapter ends with the limitations of the research.

Chapter Four deals with the key concepts related to the conservation and management of the heritage sites. It supports the fourth research objective and highlights the major issues and challenges of heritage management and preservation. It establishes the importance and need to conserve the heritage by describing on impacts of tourism on the destinations worldwide. It reflects the heritage management tactics and raises emerging issues of heritage management, for example, heritage and interpretation, authenticity & comodification, politics of heritage and cultural tourism paradoxes. It suggests approaches to conserve the past along with planning principles. It ends with suggestions for marketing management & visitor management.

Section D. The findings- it has been divided into two chapters as chapter five and chapter six.

Chapter Five emphasizes on analysis and interpretation of data which includes, tourist’s perception towards and satisfaction from heritage tourism sites in the state. It has been divided into three sections. Section- A, describes travel behavioural characteristics of
tourists whereas section- B identifies the factors related to heritage tourism site attributes in Himachal Pradesh with the help of factor analysis. Section-C describes the overall perception and satisfaction of tourists from heritage tourism site attributes.

**Chapter Six** describes the analysis and interpretation of data which include stakeholder’s role towards heritage tourism promotion in Himachal Pradesh. It has been divided in to three sections. Section A- includes descriptive statistics of stakeholder’s whereas section-B identifies the factors measuring opinions of stakeholders towards the impact of tourism on destination attributes in Himachal Pradesh. Section C analyzes the difference in opinions of stakeholders towards impact of tourists on destination attributes.

**Chapter Seven** depicts the profile of Himachal Pradesh in terms of origin, location, historical and cultural background, Himalayan scenario, natural and cultural resources and explains the *historic* and *pre-historical* character of the state. It also explains demography, morphology and development of tourism in the state. This chapter ends with describing possible World Heritage Sites in Himachal Pradesh.

**Section E. Conclusion- Chapter Eight** deals with the summary, conclusion and implications of the research findings. It highlights the relevance of hypotheses with the objectives and reflects how the results are important. Finally, chapter ends with research limitations and scope for further research.

Present research concludes that *tourist satisfaction* and *resident’s acceptance* of tourism is the key to the destination survival, therefore, it is suggested that government should ensure tourist as well as local community satisfaction together while planning for tourism development. Close mentoring and monitoring mechanism for the tourism activities and initiatives by government may contribute towards holistic tourism development. The tourism sector is a major economic engine and generates a large part of the employment and business opportunities to the residents worldwide. To link the commitment from within the society to cultural heritage and use it for tourism attractions, could be an opportunity to boost the tourism sector and therewith employment levels. Furthermore, it would increase the attractiveness and competitiveness of the entire Himachal Pradesh Tourism.